Stakeholder Feedback

Getting different perspectives on our behaviour and performance can be a powerful method for self-reflection. It can be a driving force behind understanding ourselves, increasing our choices and making decisions about any changes we may wish to make.

Stakeholder feedback is one such tool that you can use for this purpose. It involves you receiving feedback from people (named or anonymous) whose views are considered helpful and relevant. Typically, feedback is sought from key clients, customers or stakeholders of your role.

Stakeholder feedback differs slightly from 360-degree Feedback due to the audience being targeted. Unless designed as such, stakeholder feedback does not need to seek views from people you interact with at different hierarchical levels. Instead, questions are asked which normally relate to a specific role or service provided and/or behavioural and attitude factors. You would then identify stakeholders who would be best placed to respond to that question, regardless of their level.

Responses are normally analysed using a scoring or value judgement system. This allows you to gain a set of standardised results, which you can then analyse to help you reflect upon your performance. You should also assess yourself using the same feedback method.

Some areas for consideration when undertaking stakeholder feedback:

- Open, honest feedback can sometimes be hard to hear. It is important you work with your RPD reviewer to identify and agree the criteria you will use, your respondents and how the process will work.

- Consider the tool you are going to use to best analyse your results. For example, if you are using a numerical scoring system for responses (such as 1 – do not agree, to 6 – Agree totally) it may be a spreadsheet is the best way of recording the information to analyse. You may find numerical feedback more appropriate than descriptive feedback in most instances.

- You should ensure your respondents are aware of any confidentiality, equality and discrimination issues when making their responses.

- Once you have received your feedback, it is important you analyse this with your reviewer at your RPD. Together you can look for positive feedback and possible future developmental areas where the feedback may not be so positive. Your reviewer can coach you through this process and provide you with the support and advice to help you build a development plan.

There are multiple ways to approach designing a feedback system, either internally, or using an external provider (for which there is often a cost). Should you wish to explore using this approach for your RPD review, you can seek more information and guidance from the University's Learning & Development team.